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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
09/772,347	01/29/2001	Jennifer Pearson	003801.P038	2384
8791	7590	11/03/2004	EXAMINER	
BLAKELY SOKOLOFF TAYLOR & ZAFMAN 12400 WILSHIRE BOULEVARD SEVENTH FLOOR LOS ANGELES, CA 90025-1030			HOFFMAN, BRANDON S	
			ART UNIT	PAPER NUMBER
			2136	

DATE MAILED: 11/03/2004

Please find below and/or attached an Office communication concerning this application or proceeding.

<b>Office Action Summary</b>	Application No.	Applicant(s)
	09/772,347	PEARSON ET AL.
	Examiner	Art Unit
	Brandon Hoffman	2136

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --  
Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) FROM  
THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If the period for reply specified above is less than thirty (30) days, a reply within the statutory minimum of thirty (30) days will be considered timely.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

#### Status

- 1) Responsive to communication(s) filed on \_\_\_\_.
- 2a) This action is **FINAL**.                            2b) This action is non-final.
- 3) Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

#### Disposition of Claims

- 4) Claim(s) 1-25 is/are pending in the application.
- 4a) Of the above claim(s) \_\_\_\_ is/are withdrawn from consideration.
- 5) Claim(s) \_\_\_\_ is/are allowed.
- 6) Claim(s) 1-25 is/are rejected.
- 7) Claim(s) \_\_\_\_ is/are objected to.
- 8) Claim(s) \_\_\_\_ are subject to restriction and/or election requirement.

#### Application Papers

- 9) The specification is objected to by the Examiner.
- 10) The drawing(s) filed on 29 January 2001 is/are: a) accepted or b) objected to by the Examiner.  
Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).  
Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).
- 11) The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

#### Priority under 35 U.S.C. § 119

- 12) Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
- a) All    b) Some \* c) None of:
  1. Certified copies of the priority documents have been received.
  2. Certified copies of the priority documents have been received in Application No. \_\_\_\_.
  3. Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

\* See the attached detailed Office action for a list of the certified copies not received.

#### Attachment(s)

1) <input checked="" type="checkbox"/> Notice of References Cited (PTO-892)	4) <input type="checkbox"/> Interview Summary (PTO-413)
2) <input type="checkbox"/> Notice of Draftsperson's Patent Drawing Review (PTO-948)	Paper No(s)/Mail Date. ____.
3) <input checked="" type="checkbox"/> Information Disclosure Statement(s) (PTO-1449 or PTO/SB/08) Paper No(s)/Mail Date ____.	5) <input type="checkbox"/> Notice of Informal Patent Application (PTO-152)
	6) <input type="checkbox"/> Other: ____.

## **DETAILED ACTION**

### ***Specification***

1. The disclosure is objected to because of the following informalities:

- On page 4, line 16, a reference to figure 6 should appear.

Appropriate correction is required.

### ***Drawings***

2. The drawings are objected to because figure 6 is missing. Corrected drawing sheets in compliance with 37 CFR 1.121(d) are required in reply to the Office action to avoid abandonment of the application. Any amended replacement drawing sheet should include all of the figures appearing on the immediate prior version of the sheet, even if only one figure is being amended. The figure or figure number of an amended drawing should not be labeled as "amended." If a drawing figure is to be canceled, the appropriate figure must be removed from the replacement sheet, and where necessary, the remaining figures must be renumbered and appropriate changes made to the brief description of the several views of the drawings for consistency. Additional replacement sheets may be necessary to show the renumbering of the remaining figures. The replacement sheet(s) should be labeled "Replacement Sheet" in the page header (as per 37 CFR 1.84(c)) so as not to obstruct any portion of the drawing figures. If the changes are not accepted by the examiner, the applicant will be notified and informed of any required corrective action in the next Office action. The objection to the drawings will not be held in abeyance.

***Claim Rejections - 35 USC § 102***

3. The following is a quotation of the appropriate paragraphs of 35 U.S.C. 102 that form the basis for the rejections under this section made in this Office action:

A person shall be entitled to a patent unless –

(b) the invention was patented or described in a printed publication in this or a foreign country or in public use or on sale in this country, more than one year prior to the date of application for patent in the United States.

4. Claims 1, 3, 4, 6-8, and 12-25 are rejected under 35 U.S.C. 102(b) as being anticipated by Nazem et al. (U.S. Patent No. 5,983,227).

Regarding claims 1, 20, 22, and 24, Nazem et al. teaches a method/system/computer readable medium for maintaining login preference information of users of a network-based transaction facility, the method comprising:

- Communicating user interface information to a client via a communications network, the user interface information including information concerning a plurality of features within the network-based transaction facility and specifying a login interface facilitating user input of login preference information pertaining to each of the plurality of features (col. 5, lines 43-49);
- Receiving the login preference information from the client via the communications network (col. 3, line 59 through col. 4, line 2); and
- Utilizing the login preference information to control user access to any of the plurality of features within the network-based transaction facility via the communications network (fig. 2, ref. num 218).

Regarding claim 3, Nazem et al. teaches comprising storing the login preference information in a database (fig. 1, ref. num 116).

Regarding claim 4, Nazem et al. teaches further comprising:

- Initiating a user session upon receiving user login information (col. 3, lines 15-21);
- Retrieving the login preference information from the database using the user login information (fig. 1, ref. num 116);
- Storing the login preference information in a session cookie during the user session (col. 3, lines 15-21);
- Receiving a user request to access a selected feature of the plurality of features within the network-based transaction facility (col. 3, line 59 through col. 4, line 2); and
- Utilizing the login preference information in the session cookie when determining whether to require the user to enter user access information before providing user access to the selected feature (fig. 2, ref. num 218).

Regarding claim 6, Nazem et al. teaches further comprising:

- Receiving a user request not to use a cookie during user online activity within the network-based transaction facility (this feature can be set in the browser settings as is well known); and

- Retrieving the login preference information from the database when determining whether to require the user to enter user login information before providing user access to a selected feature of the plurality of features within the network-based transaction facility (fig. 1, ref. num 116 and col. 3, lines 15-21).

Regarding claim 7, Nazem et al. teaches further comprising:

- Presenting a user interface allowing the user to change the login preference information (fig. 5A, ref. num 508); and
- Updating the login preference information in a database (col. 3, lines 22-35).

Regarding claim 8, Nazem et al. teaches further comprising:

- Receiving user login information (col. 3, line 59 through col. 4, line 2);
- Determining that the user has previously provided the login preference information (col. 3, lines 15-21); and
- Presenting a welcome user interface including user interface information indicating that the user has previously provided the login preference information (fig. 3).

Regarding claims 12, 21, 23, and 25, Nazem et al. teaches a method/system/computer readable medium to control access to a network-based transaction facility, the method including:

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- Identifying a user associated with a network session to access the network-based transaction (col. 3, lines 15-21);
- Identifying stored access preferences associated with the user, the stored access preferences indicating access requirements to each of a plurality of features provided by the network-based transaction facility (fig. 1, ref. num 116); and
- Controlling access to each of the plurality of features in accordance with the stored access preferences (col. 5, lines 50-64).

Regarding claim 13, Nazem et al. teaches wherein the controlling comprises implementing different access restrictions to respective features of the plurality of features according to the stored access preferences (col. 5, lines 50-64).

Regarding claim 14, Nazem et al. teaches wherein the controlling requires selectively requiring user identity verification information to access a first feature of the plurality of features in accordance with the stored access preferences (col. 11, top section of code requires a login, from thereon, a cookie is used to store the login information).

Regarding claim 15, Nazem et al. teaches wherein the user identity verification information comprises a password (it is inherent that a password is used along with the login name.).

Regarding claim 16, Nazem et al. teaches including communicating a request to the user to determine a set of access preferences pertaining to the plurality of features, and storing a response to the request as the stored access preferences (col. 5, line 66 through col. 6, line 12).

Regarding claim 17, Nazem et al. teaches wherein the request comprises a user interface via which the user composes the response (fig. 5A, ref. num 508).

Regarding claim 18, Nazem et al. teaches wherein the user interface comprises a markup language document (col. 2, lines 44-48).

Regarding claim 19, Nazem et al. teaches wherein the plurality of features includes any one of a group comprising sell, bid, chat, feedback, account information, personalization, tracking and financial features (fig. 5A and 5B, stock quotes, personalized weather, etc.).

#### ***Claim Rejections - 35 USC § 103***

5. The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negated by the manner in which the invention was made.

6. Claims 2, 5, 9, and 10 are rejected under 35 U.S.C. 103(a) as being unpatentable over Nazem et al. (USPN '227) in view of My Yahoo (Wayback Machine 1998-12-12).

Regarding claim 2, Nazem et al. teaches all the limitations of claim 1, above. However, Nazem et al. does not teach wherein the login preference information indicates whether a user password should be remembered for each of the plurality of features.

My Yahoo teaches wherein the login preference information indicates whether a user password should be remembered for each of the plurality of features (page 1, left side, checkbox for 'Remember my ID & Password').

It would have been obvious to one of ordinary skill in the art, at the time the invention was made, to combine an option for remembering the login preferences for each of the plurality of feature, as taught by My Yahoo, with the method of Nazem et al. It would have been obvious for such modifications because this saves the user time from logging in each time they access the page, especially when the user has a home machine that no one else uses.

Regarding claim 5, Nazem et al. teaches all the limitations of claims 1, 3, and 4, above. However, Nazem et al. does not teach wherein the login preference information is stored in the session cookie in a secured manner.

My Yahoo teaches wherein the login preference information is stored in the session cookie in a secured manner (page 3, 'Secure').

It would have been obvious to one of ordinary skill in the art, at the time the invention was made, to combine the login preference information is stored in a secured manner, as taught by My Yahoo, with the method of Nazem et al. It would have been obvious for such modifications because the preference information contains sensitive data, which would be desirable to be kept secret and secure.

Regarding claim 9, Nazem et al. teaches all the limitations of claim 1, above. However, Nazem et al. does not teach including always requiring a user password for any feature involving display of user personal information.

My Yahoo teaches including always requiring a user password for any feature involving display of user personal information (page 3).

It would have been obvious to one of ordinary skill in the art, at the time the invention was made, to combine always requiring a password for displaying personal

information, as taught by My Yahoo, with the method of Nazem et al. It would have been obvious for such modifications in the case that remember my password was previously checked, and a usurper were to gain access to the computer, the usurper would be able to gain access to the personal information. By making a password required, this prevents the problem.

Regarding claim 10, the combination of Nazem et al. in view of My Yahoo teaches wherein the user personal information includes any one of a group comprising credit card information and registration information (see col. 6, lines 23-26 of Nazem et al.).

Claim 11 is rejected under 35 U.S.C. 103(a) as being unpatentable over Nazem et al. (USPN '227) in view of Godin et al. (U.S. Patent No. 5,890,138).

Regarding claim 11, Nazem et al. teaches all the limitations of claim 1, above. However, Nazem et al. does not teach wherein the network-based transaction facility is a network-based auction facility.

Godin et al. teaches wherein the network-based transaction facility is a network-based auction facility (abstract).

It would have been obvious to one of ordinary skill in the art, at the time the invention was made, to combine an auction facility, as taught by Godin et al., with the method of Nazem et al. It would have been obvious for such modifications because an auction allows user to bid on products at their own convenience from home.

Any inquiry concerning this communication or earlier communications from the examiner should be directed to Brandon Hoffman whose telephone number is 703-305-4662. The examiner can normally be reached on M-F 8:30 - 5:00. However, my new office number will be 571-272-3863 after our October move.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Ayaz Sheikh can be reached on 571-272-3795. The fax phone number for the organization where this application or proceeding is assigned is 703-872-9306.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free).

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